GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1929
ANSWERED ON:10.08.2006
NEW TOURISM POLICY .
Barman Shri Ranen

Will the Minister of TOURISM be pleased to state:

(a) Whether the Government proposes to formulate any new tourism policy;

(b) If so, the details thereof and the time by which it is likely to be formulated; and

(c) The steps being taken by the Government to encourage domestic as well as international tourism?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a): No, Sir.

(b): Does not arise.

(c): A number of steps have been taken by the Government to encourage domestic and foreign tourists. These include:-

Development of tourist spots under its schemes of infrastructure development for tourist circuits/destinations;
Focusing on growth of hotel infrastructure particularly budget hotels;

Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;

Direct approach to the consumers through Electronic and Print media through the "Incredible India" Campaign;

Creation of World Class Collaterals;

Centralized Electronic Media Campaign;

Greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia;

Participation in Trade Fairs & Exhibitions;

Use of Internet and web marketing; and

Generating Tourist Publications.